LEO BURNETT COMPANY, *Inc.*
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They
can't keep their hands off the face.
Ultra-Chrome
Personna
It starts with a small sigh, a tiny whimper. And the simple desire to touch that soft, smooth skin.
Soon, they can't keep their hands off The Face.
This rather delightful dilemma is the result of the New Personna ultra-chrome razor blade. The only blade that delivers the soft, smooth Babyface Shave.

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